

01/19/01

OSTROLENK, FABER, GERB & SOFFEN, LLP

Attorneys at Law

1180 Avenue of the Americas
New York, New York 10036-8403

Telex
23 6925

Facsimile
12) 382-0888

Cable
Ostrofaber New York

January 19, 2001

Asst. Commissioner for Patents
Washington, DC 20231

jc760 U.S. PTO
09/766438

01/19/01

OGFS File No. : P/3704-5
Inventor : Steven BARRITZ, et al.
Title : A SYSTEM AND METHOD FOR ESTABLISHING INCENTIVES
PROMOTING THE EXCHANGE OF PERSONAL INFORMATION
AND TARGETED ADVERTISING

Enclosed herewith please find the following documents in the above-identified application for United States Letters Patent:

In the event the actual fee is greater than the payment submitted, or is inadvertently not enclosed, or if any additional fee during the prosecution of this case is not paid, the Patent and Trademark Office is authorized to charge the underpayment to Deposit Account No. 15-0700.

EXPRESS MAIL CERTIFICATE

I hereby certify that this correspondence is being deposited with the United States Postal Service as Express Mail Post Office to Addressee (mail label #EL008623372US in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231, on January 19, 2001:

Dorothy Jenkins
Name of Person Mailing Correspondence
Dorothy Jenkins
Signature
JAN 19, 2001
Date of Signature

Respectfully submitted,

Max Moskowitz
Max Moskowitz
Registration No.: 30,576
OSTROLENK, FABER, GERB & SOFFEN, LLP
1180 Avenue of the Americas
New York, New York 10036-8403
Telephone: (212) 382-0700

MM:ccb
Enclosures